

(1) Claim 18 recites "request sender configured to transmit the user request for incentive information, which is receivable by a management system". In Holman, incentive information is coded in the television signals. (col. 4, lines 11-26). The Holman home unit does not request incentive information but just passively decodes the incentive information in the television signals. (col. 9, lines 33-41).

(2) Claim 18 recites "incentive information receiver configured to receive the incentive information **returned from the management system**". As recited in claim 18, the incentive information of the present invention comes not from a TV broadcasting station but is returned from the management system in response to a request from the mobile terminal. On the other hand, as explained above, the Holman home unit just passively decodes the incentive information in the TV signals sent from the broadcasting station.

(3) Claim 18 requires the mobile terminal to have two interfaces: an interactive device interface; and a mobile communication network interface. Applicants do not believe that the home unit of Holman has a mobile communication network interface to enable the home unit to communicate with a service facility that provides the service. I would like to know what is the motivation to incorporate the mobile communication network interface into the Holman home unit.

(4) Holman is silent about an incentive information presenter configured to present the stored incentive information to the service facility in order to receive the promoted service from the service facility. In this regard, the Examiner determined that "incentive information presenter" can be a card of Holman. A card does not present information, but is just read. In Holman, a user brings the card and presents it to a retail store. On the other hand, claim 18 specifically calls for the mobile terminal to present the incentive information.